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# Message Text

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22
ACTION EB-07

INFO OCT-01 ARA-10 IO-13 ISO-00 COME-00 STR-04 AGR-10 L-03

SP-02 AID-05 CIAE-00 INR-07 NSAE-00 TRSE-00 OMB-01

CIEP-02 /065 W
---------- 071888
R 142328Z APR 76
FM AMEMBASSY MEXICO
TO SECSTATE WASHDC 4266
INFO USDEL MTN GENEVA

UNCLAS MEXICO 4868

E. O. 11652: N/A
TAGS: ETRD MTN MX
SUBJECT: U.S. WINE QUOTA

REF: (A) STATE 48193 (B) STATE 73498

1. EMBASSY HAS WRITTEN DIRECTLY TO ALL U.S. WINE PRODUCERS WHO HAVE INDICATED INTEREST IN EXPORTING TO MEXICO. EMBASSY'S LETTER OUTLINES PROCEDURES TO FOLLOW TO REGISTER WINE AND OBTAIN IMPORT PERMIT. ENCLOSED WITH LETTER ARE (1) NAMES AND ADDRESSES OF MEXICAN IMPORTERS THAT HAVE EXPRESSED INTEREST IN DISTRIBUTING U.S. WINE; (2) FINANCIAL PROFILE ON EACH; (3) SPECIFIC STEPS TO BE FOLLOWED TO REGISTER GIVEN BRAND WITH SECRETARIAT OF HEALTH. WE ARE POUCHING COPIES OF LETTER AND ABOVE INFORMATION TO EB/CSB/BP FOR ITS INFORMATION. ECON COUNSELOR ALSO WRITING DIRECTLY TO ARTHUR SILVERMAN OF WINE INSTITUTE PROVIDING HIM WITH HIS OWN SET.

2. AS DEPARTMENT AWARE, MINUMUM PRICE ESTABLISHED BY GOM FOR U.S. WINE IS $12. THIS IS FOB PRICE WHEREVER SHIPMENT INVOICED. CAN BE FOB PORT OF SAN FRANCISCOIF SHIPPED BY SEA OR FOB MEXICAN BORDER CITY IF SHIPPED BY TRUCK. IT IS BELIEVED THAT CHEAPEST MEANS OF TRANSPORTATION IF BY SEA IS TO PORT OF MANZANILLO AND THEN BY TRUCK TO MEXICO CITY. HOWEVER, IF WINERY WANTS TO INVOICE AT HIGHER PRICE, WINE COULD BE SENT BY TRUCK TRHOUGH SAN
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YSIDRO, CALEXICO, OR EVEN LAREDO(ESPECIALLY FOR WINES COMING FROM

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NEW YORK STATE). WE HAVE SERIOUS CONCERN HOWEVER ABOUT
EFFECTS ON QUALITY OF U.S. WINE IF SHIPPED BY SEA AND EXPOSED TO HIG
TEMPERATURES, ETC.

3. GOM SENT OFFICIAL LETTER DATED MARCH 19, 1976 (18-IV-I-2749),
SIGNED BY DIRECTOR GENERAL OF COMMERCE, LIC. ANTONIO GAZOL
SANCHEZ, TO ECON COUNSELOR YANE, IN WHICH QUOTA FORMALLY ES-
TABLISHED AND PROCEDURES SPECIFIED. EMBASSY TRANS-
LATION OF PERTINENT SECTIONS FOLLOWS:
"WITH REGARD TO YOUR LETTER OF FEBRUARY 19, 1976, IN WHICH YOU
PROPOSE THE IMPORTATION OF 15,000 CASES OF TABLE WINE FROM THE
UNITED STATES, I WISH TO ADVISE THAT THIS SECRETARIAT HAS DE-
CIDED THAT IT IS PROPER TO ESTABLISH THE 15,000 CASE QUOTA MEN-
TIONED ABOVE...I WISH TO INDICATE FURTHER THAT WITHIN THE
15,000 CASE QUOTA WE WILL ONLY ALLOW THOSE PRODUCTS THAT HAVE
A MINIMUM PRICE OF US $12 PER CASE IN THEIR COUNTRY OF ORIGIN.
THIS MINIMUM PRICE HAS BEEN ESTABLISHED FOR THE IMPORTATION OF
ALL TYPES OF TABLE WINES BEING IMPORTED AT PRESENT WITH THE
EXCEPTION OF WINES COMING FROM MEMBER NATIONS OF LAFTA TO WHOM
WE ARE APPLYING A PREFERENTIAL PRICE ESTABLISHED BY THIS
INTERANTIONAL GROUP. INTERESTED PARTIES THAT SEEK
IMPORT PERMITS FOR THESE PRODUCTS SHOULD PRESENT THE
APPROPRIATE APPLICATIONS. IT SHOULD BE UNDERSTOOD THAT
PERMITS WILL ONLY BE AUTHORIZED IN THOSE CASES IN WHICH THE
REQUEST HAS ATTACHED THE APPROPRIATE REGISTRATION FORM ISSUED
BY SECRETARIAT OF HEALTH AND WELFARE AND PROOF THAT THAT
ENTITY HAS ISSUED AN OFFICIAL LETTER (OFICIO) AUTHORIZING
SALE. MOREOVER, FOLLOWING THE SUGGESTION MADE BY YOUR EMBASSY,
WE WILL AUTHORIZE IMPORTS OF UP TO 2,000 CASES PER BRAND
DURING THE FIRST SEMESTER OF 1975 AND IF DURING THAT PERIOD THE
FULL QUOTA IS NOT UTILIZED WE WILL ALLOCATE ADDITIONAL AUTHO-
RIZATIONS TO THOSE IMPORTERS REQUESTING THEM."

4. AS AUTHORIZED MEXICAN REPRESETNATIVE RESPONSIBLE FOR RE-
GISTERING WINE WITH SECRETARIAT OF HEALTH AND REQUESTING IMPORT
PERMIT FROM DIRECCION GENERAL DE COMERCIO, SECRETARIAT OF
INDUSTRY AND COMMERCE, IT IS IMPORTANT THAT U.S. WINERIES
SELLECT THEIR REPRESENTATIVES AS QUICKLY AS POSSIBLE. EMBASSY
WOULD LIKE TO BE NOTIFIED BY U.S. FIRMS OF NAME OF MEXICAN
REPRESENTATIVE(S) APPOINTED.
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NNN

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# Message Attributes

**Automatic Decaptioning:** X
**Capture Date:** 01 JAN 1994
**Channel Indicators:** n/a
**Current Classification:** UNCLASSIFIED
**Concepts:** WINES, IMPORT QUOTAS
**Control Number:** n/a
**Copy:** SINGLE
**Draft Date:** 14 APR 1976
**Decaption Date:** 01 JAN 1960
**Decaption Note:**
**Disposition Action:** n/a
**Disposition Approved on Date:**
**Disposition Authority:** n/a
**Disposition Case Number:** n/a
**Disposition Comment:**
**Disposition Date:** 01 JAN 1960
**Disposition Event:**
**Disposition History:** n/a
**Disposition Reason:**
**Disposition Remarks:**
**Document Number:** 1976MEXICO04868
**Document Source:** CORE
**Document Unique ID:** 00
**Drafter:** n/a
**Enclosure:** n/a
**Executive Order:** N/A
**Errors:** N/A
**Film Number:** D760142-0769
**From:** MEXICO
**Handling Restrictions:** n/a
**Image Path:**
**ISecure:** 1
**Legacy Key:** link1976/newtext/t19760463/aaaacbeu.tel
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**Locator:** TEXT ON-LINE, ON MICROFILM
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**Original Previous Classification:** n/a
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**Secure:** OPEN
**Status:** NATIVE
**Subject:** U.S. WINE QUOTA
**TAGS:** ETRD, EPAP, US, MX, MTN
**To:** STATE
**Type:** TE
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